



A conXpros Case Study

Craftsmen Contractors

"conXpros is the best in the industry with crediting back unqualified leads."

- Stephen Petrie, Craftsmen Contractors

SUMMARY

Craftsmen Contractors came to conXpros after having tough experiences with lead generation companies providing bad phone numbers and low-quality leads. After working with conXpros, Craftsmen Contractors was able to grow their pipeline and close more deals.

Key Metrics

Not only did Craftsmen Contractors generate a 30% lead to appointment rate, they achieved a 100% appointment to demo rate! High quality prospects led to a high quality sales pipeline.

30%

Lead to Appointment Rate

100%

Appointment to Demo Rate

CHALLENGES

Craftsmen Contractors struggled with generating high-quality roofing & siding leads. The Director of Marketing & Communications, Stephen Petrie, had a hard time generating leads that weren't solely interested in the lowest bid. What's more, is Stephen worked with mediocre lead generation companies that had no interest in crediting back faulty leads. Stephen knew he had to find a lead generation company that took accountability.

SOLUTIONS

Craftsmen Contractors decided it was time to give a lead generation company another shot. When they started working with conXpros, they realized they were different. Stephen, the Marketing Director said conXpros is the "best in the industry" with crediting back unqualified leads. conXpros provided immediate refunds for unqualified leads and had extremely responsive customer service.



Exclusive Leads



Lead Credit Policy



Account Management

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THE RESULT

The influx of high-quality leads sent Craftsmen Contractors' business skyrocketing, generating a 30% appointment to lead rate. Not only did Craftsmen Contractors see a great return on spend, but their sales team also celebrates a 100% appointment to demo rate. When you get high quality prospects, a high quality sales process ensues.

